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# Assisting Regional Communities Industry and Business



**1981 PROGRAMS**

**Alberta**

TOURISM AND SMALL BUSINESS  
Regional Business Development Branch

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TOURISM AND SMALL BUSINESS

403/

Office of  
the Minister

104 Legislative  
Edmonton, Alberta

March, 1981

The purpose of this booklet is to provide elected representatives, municipal officials, government employees, the business community and the general public with a concise explanation of Regional Business Development program support available.

It has been prepared primarily as a source of reference. More detailed information can be obtained about each program from the regional offices listed at the end of this publication.

The programs implemented within each region by our Business Development Representatives have been complemented by the co-operative efforts of the Small Business Assistance Branch and other government agencies. Program delivery may include the combined actions of our staff plus the Northern Development Branch, Tourism Division, Economic Development, The Alberta Opportunity Company or others.

Regional development is a function of many people and many Government departments. The programs listed here represent our contribution to the total services provided to rural Albertans by the Government of Alberta.

Yours sincerely,

J. Allen "Boomer" Adair  
Minister of Tourism  
and Small Business

# Table of Contents

Objectives .....	7
Alberta Locations Program .....	9
Part 1 - Community Profiles	
Part 2 - Industrial Land Inventory	
Part 3 - Site Locations Assistance	
Part 4 - Financial Assistance to Municipalities	
Alberta Industrial Land Program .....	11
Opportunity Advertising Program .....	13
Community Business Development Training Program .....	15
Community Economic Development Program .....	17
Chamber of Commerce Program .....	19
Rural Business Projects Program .....	21
Management Assistance Program .....	23
Government Services to Business Program .....	25
Research and Analysis Program .....	27
Information on Government Programs .....	29
Business Counselling .....	31
Business Workshops .....	33
Small Business Guides .....	35
Regional Offices - Contacts and Addresses .....	37-39
Regional Map .....	inside back cover

# Objectives

The overall objective of the Regional Business Development Branch programs is to assist regional communities, industry and business by enhancing their economic well-being.

The main objectives are to:

- Help improve the economy of villages, towns and cities in rural Alberta;
- Provide opportunity for all Albertans to participate in the economic development of their community and province by making available economic planning and development expertise to all interested communities in the preparation and implementation of their own balanced economic development programs compatible with their economic and social resources;
- Work towards improving the economic balance between rural and metropolitan communities, i.e. balanced growth;
- Help communities help themselves in providing an improved quality of life;
- Attract new industry or help existing industry expand in rural Alberta;
- Disseminate information and, in many cases, provide initial counselling on all government programs related to business and community development;
- Provide information and site location assistance to expanding new businesses;
- Stimulate the acquisition and development of industrial land and facilities compatible with the community's identified potential for development as a means of encouraging realization of its potential;
- Encourage a unified approach within groups of smaller communities in rural regions to enhance opportunities for the achievement of a better way of life, i.e. rural business development projects;
- Provide government with information on activities in the region which may impact the economic performance of regionally located companies and, therefore, be important to government decision-makers; and
- Encourage effective communication between communities, governments, agencies and businesses to identify opportunities and infrastructure requirements with the intent of enhancing business development to the benefit of each community.

# Alberta Locations Program

The Alberta Locations Program captures four key initiatives designed to assist business and industry prospects:

- Part 1 — Community Profiles . . . providing a standard of reference on cities, towns or villages in Alberta as well as basic supply of profiles and information folders for the use of each community;
- Part 2 — Industrial Land Inventory . . . providing basic facts on serviced industrial land available;
- Part 3 — Site Locations Assistance . . . providing personalized and confidential assistance when required; and
- Part 4 — Financial Assistance to Municipalities . . . giving support to communities by offsetting the basic costs of bringing specific prospective investors to visit and study the communities' locational advantages.

# **Alberta Industrial Land Program**

Assistance is provided to cities, towns and villages through the assembly and/or development of industrial land to meet an identified need. The program is not designed to exclude private sector initiatives or to supply the total future needs of a community.

Also, only land that is presently annexed or is suitable for annexation by a municipality is eligible for consideration.

Financing is normally extended over a term of 15 years for the assembly and 5 years for any particular development phase of industrial land. Holding costs (legal and interest) are included and pro-rated accordingly.

The Alberta Industrial Land Program is a co-operative effort . . .

- Alberta Tourism and Small Business initiating applications, developing recommendations and providing advice to interested municipalities; and
- Alberta Housing Corporation administering the program, purchasing the land to be assembled and/or serviced as it is needed.

While the municipality is responsible for marketing the land, counselling may be received from the Regional Business Development Representatives of Alberta Tourism and Small Business.

# **Opportunity Advertising Program**

Headlined in our newspaper advertising as . . . "OPPORTUNITIES FOR SMALL BUSINESS IN RURAL ALBERTA" . . . the program gives municipal councils and Chambers of Commerce the opportunity to attract prospective business interests to their communities.

The listings of the various business services desired are initiated in co-operation with each individual municipality. However, it is recognized that since many of the communities listed have a small population base, any actual business opportunity may be shared among several communities within a given area.

Furthermore, it is recognized that the viability of any of the business opportunities listed in our advertising program will depend largely upon the individual entrepreneurial skills of those making an enquiry.

Additional circulation and usage of the opportunities advertised are individually maintained by our Regional Business Development offices on a day-to-day basis.

# **Community Business Development Training Program**

We have developed a series of information packages to further the understanding of economic development. These packages are presented by the Business Development Representatives in co-operation with the communities. In some cases, they consist of individual slide presentations accompanied by a narrative. The training sessions can be arranged for through the Business Development Representative nearest your community.

The areas of training we intend to cover in this program are:

- Developing a Community Information Package
- Forming an Economic Development Committee
- Prospecting for Industrial Development
- Marketing a Community's Industrial Land
- Local Development Co-operatives
- Directory of Economic Developers in Alberta

This program is provided at no cost to the community and is presented in an area to a group of citizens or a specific committee.

# **Community Economic Development Program**

Business Development Representatives in regional offices throughout rural Alberta work with communities to assist them in achieving a viable, long-term economic base. Our approach is to provide assistance for the expansion of existing business as well as activating communities in programs directed towards attracting new business to the community. Regional Business Development works in concert with municipal officials, business organizations and other government departments to achieve these objectives.

# **Chamber of Commerce Program**

The Regional Business Development Branch, through its regional offices in the province, is involved in liaison with local Chambers of Commerce. The Business Development Representatives make the Chambers aware of the numerous programs available through various government departments and agencies that could be beneficial to business. We also work closely with any committees of the Chambers that have been formed for the purpose of carrying out economic development. In those communities where there is no formal economic development group, our regional representatives are available to assist in the formation of one.

In many cases, local Chambers of Commerce are the vehicles by which we deliver programs that are designed to enhance the economic well-being of Alberta's rural business entrepreneurs. For example, the Management Assistance Program and Business Workshops heavily involve the local Chambers of Commerce.

# **Rural Business Projects Program**

A Rural Business Project is an incorporation of several communities for the purpose of fostering and sustaining a basic level of business services and regional economic growth prospects.

Assistance is provided in the form of grant funding to offset a portion of the administrative costs of maintaining a full-time co-ordinator.

The formation of Rural Business Projects is based on the principle that individually their member communities are too small, but collectively they can produce the foundations and resources necessary to attract new investment and generate sources of additional employment.

The success of a Rural Business Project largely depends upon there being an element of "joint co-operation", as well as its member communities having a natural regional economic affiliation.

To provide a focus for new and existing business development, it has been found that generally there is a need for at least two towns or villages with a combined population of no less than 1,300. This is considered to be particularly critical since the support being provided to the Rural Business Projects is intended to complement the general activities of our Regional Business Development Programs.

# **Management Assistance Program**

Sometimes a little expert management advice can mean a lot to a small business. That's the idea behind the Management Assistance Program (MAP) which offers the services of private sector management consultants to the small independent Alberta business operator on a one-to-one basis at his/her place of business.

All management consultant fees and expenses are paid by the Provincial Government. The businesses pay a nominal registration fee to their local Chamber of Commerce or Trade Association.

The Small Business Assistance Branch has the primary responsibility to organize the delivery of this program, however, the regional offices assist in delivering the program to businesses in rural Alberta.

The Management Assistance Program has two objectives:

1. To improve the service, organization and profit structure of small business through a self-help approach, and
2. To encourage participation by the private sector in small business counselling by using the services of management consulting firms throughout Alberta.

To accomplish these objectives, each MAP program is spread over a 5½ month period which provides each individual participating business with three or four half-days of consulting time.

The four phases of the program include individual firm research, individual firm counselling, counselling follow-up, and program audit.

Close to 1,000 businesses have been involved in the program to date, resulting in improved efficiency, savings, service and profitability.

# **Government Services to Business Program**

Numerous government departments and related agencies provide a wide range of programs and services to promote the expansion of business in Alberta.

The business Development Representative is familiar with these programs and can provide the following information:

- Federal and provincial government assistance to business
- Assistance available to solve particular business problems
- Government personnel responsible for specific programs for further in-depth detail if required.

Numerous pamphlets, brochures and books are distributed from the regional offices which outline services available. For example, the Small Business Division has recently printed a book entitled "Alberta Government Business Service Directory", and the federal government has a directory entitled "Assistance to Business in Canada".

# **Research and Analysis Program**

The Regional Business Development Branch is supported by a research and analysis unit which provides statistical background information and relevant literature to the Business Development Representative.

Depending on the need and funding available, studies are done internally or are commissioned to the private sector. The data and reports resulting from the studies are used by the Business Development Representatives as a source to assist communities and businesses with support for decision-making.

# **Information on Government Programs**

One of the key objectives under the broad goal of economic stability is to provide an opportunity for Albertans to participate in the economic development of their community and their province.

The Regional Business Development Branch does this by facilitating contact between the citizens of Alberta's rural communities and various government representatives charged with the delivery of programs throughout the province. Our Business Development Representatives develop extensive lists of government contacts so that they may act as liaison between government and individuals. Since our Business Development Representatives are in daily contact with communities throughout rural Alberta, they are often called upon to provide information in reference to programs other than our own. We have now developed this program to the stage where we can provide a key contact representing a government program for more in-depth information.

It is also important that we ensure that our government colleagues are familiar with regional development issues. In order that this goal may be achieved, we help provide a co-ordination service to all associated sections of Alberta Tourism and Small Business and, as required, with other departments of the Alberta Government.

# **Business Counselling**

To a great extent, small business has been, and still is the life blood of the rural economy. The development and expansion of small businesses throughout rural Alberta have been our prime concerns since the adoption of our program.

Day-to day counselling services are available from experienced Business Analysts (Small Business Assistance Branch) and Business Development Representatives (Regional Business Development Branch).

Counselling is offered to assist new businesses in getting started, to those considering expansion, experiencing difficulty or who want to improve the operation of their present business.

Merchandising and manufacturing specialists are also available from the Small Business Assistance Branch when required.

Arrangements can also be made for Business Analysts or Business Development Representatives to address a group, club or organization on a business subject.

# **Business Workshops**

As a result of our experience with Alberta entrepreneurs through our Business Counselling Program and Management Assistance Program, which allows us to provide professional consulting on an individual basis, we are aware that a need exists to allow us to address a large group of businessmen on one or two topics in detail.

Thus, we have started a new phase in our business assistance services that we have called "Business Workshops". This program allows us to prepare a seminar that can be held over the course of one day or one evening on a particular topic or topics. For example, shoplifting may be of particular concern to retail merchants in a certain community. We have developed in-house expertise in methods of deterring this problem. Business Workshops can now be offered to interested groups by teams made up of our own staff or a private consulting firm.

# **Small Business Guides**

If you are searching for information to get your business going in the right direction, our comprehensive small business guides will help you. Packed with facts on starting, financing, marketing and operating a business in Alberta, these handbooks are in continuous demand and are available at all our regional offices.

The booklets are:

- Starting a Business in Alberta

- Financing a Business in Alberta

- Marketing for the Small Manufacturer in Alberta

- Operating a Small Retail Business in Alberta

- Operating a Small Manufacturing Business in Alberta

- Operating a Small Service Business in Alberta

- Selecting a Data Processing System in Alberta

**Alberta Tourism and  
Small Business  
Small Business Division  
Regional Business  
Development Branch**

## **SMALL BUSINESS DIVISION**

Assistant Deputy Minister

R. H. Blake ..... 427-5273

## **REGIONAL BUSINESS DEVELOPMENT BRANCH**

Executive Director

C. E. Whyte ..... 427-5267

## **BUSINESS LOCATIONS**

### **RURAL BUSINESS PROJECTS**

T. J. Cole, Director ..... 427-5267

S. Chow, Business Development Representative ..... 427-5267  
(communities of Fort McMurray and Slave Lake)

D. Chinski, Business Locations Officer ..... 427-5267

15th Floor, Capitol Square

10065 Jasper Avenue

Edmonton, Alberta T5J 0H4

## **REGIONAL OFFICES**

### **NORTHERN**

D. R. Toews, Director Northern Regions ..... 539-2230

102 Provincial Building

9905 - 100 Street

Grande Prairie, Alberta T8V 1B9

### **EDMONTON RURAL**

J. T. Bunting, Business Development Representative ... 427-5267

15th Floor, Capitol Square

10065 Jasper Avenue

Edmonton, Alberta T5J 0H4

### **EDSON**

G. C. Winter, Business Development Representative .... 723-3341

Box 2490

4926 - 1st Avenue

Edson, Alberta T0E 0P0

### **PEACE RIVER**

W. O. Valentini, Business Development Representative 624-6113/4

Bag 900, Provincial Building, Box 3

9621 - 96 Avenue

Peace River, Alberta T0H 2X0

### **ST. PAUL**

A. Harlton, Business Development Representative ..... 645-4475

Box 1688, Provincial Building

5025 - 49 Avenue

St. Paul, Alberta T0A 3A0



## SOUTHERN

T. Treller, Director Southern Regions ..... 261-6284  
5th Floor  
999 - 8 Street S.W.  
Calgary, Alberta T2R 1J5

## CALGARY RURAL

M. Woolley, Business Development Representative ..... 261-6284

## CAMROSE

R. Hancock, Business Development Representative .... 672-4411  
4909 - 48 Street  
Camrose, Alberta T4V 1L7

## LETHBRIDGE

R. Wegner, Business Development Representative ..... 329-5414  
249 Provincial Building  
200 - 5th Avenue, South  
Box 3014  
Lethbridge, Alberta T1J 4C7

## MEDICINE HAT

R. V. Hullock, Business Development Representative .. 529-3630  
Room 217, Provincial Building  
770 - 6 Street S.W.  
Medicine Hat, Alberta T1A 4J6

## RED DEER

E. E. Dicknoether, Business Development Representative 343-5300  
3rd Floor, Provincial Building  
4920 - 51 Street  
Red Deer, Alberta T4N 5Y5





